

U.S. DEPARTMENT OF STATE
U.S. EMBASSY FRANCE, PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity

Funding Opportunity Title: U.S. Mission to France - PAS Annual Program Statement 2021
Funding Opportunity Number: PAS-France-FY2021-04
Deadlines for Applications: April 11, 2021 at 23:59 CET, July 4, 2021 at 23:59 CET
Assistance Listing Number: 19.040 – Public Diplomacy Programs
Minimum/Maximum for Each Award: \$2,000.00 - \$24,999.00

A. PROGRAM DESCRIPTION

The U.S. Mission to France is pleased to announce that funding is available through its Public Diplomacy Small Grants Program. This is an Annual Program Statement, outlining our funding priorities, the strategic themes we focus on, and the procedures for submitting requests for funding. Please carefully follow all instructions below.

Notice: In light of the restrictive travel and public gathering environments caused by the COVID-19 pandemic, the U.S. Embassy expects interested applicants to submit their proposal with a virtual contingency plan in response to this NOFO. The proposal may be based on “business as usual” environments, where international travel, large public gatherings, and other programming parameters are unaffected by public health constraints; however, it should include ideas on how to execute the desired project goals in a manner that accounts for restrictions on public gatherings and travel, as well as public health concerns. We encourage creative ideas for remote/online content delivery, online/virtual promotional activities, and virtual participant/audience follow-up. You should submit two separate budgets as they may also reflect different costs you would project for these two operating environments.

Purpose of Small Grants: The U.S. Mission Public Affairs Section invites proposals for programs that strengthen ties between the U.S. and France through programming that creates opportunities for bilateral cooperation in areas of mutual interest and highlights shared values. All programs must include a U.S. element, such as an American expert, organization, cultural element, or institution that will promote increased understanding of U.S. policy and perspectives.

Priority Program Areas: The U.S. Mission Public Affairs Section seeks to engage the public, decision-makers, civil society leaders, and opinion-shapers at all levels of French society on information, security, economic, cultural, and educational issues through public diplomacy resources and expertise, with the goal of broadening support for, and understanding of U.S. policies, culture, history, society, and values. Priority will be given to programs that demonstrate a proven commitment to inclusion, gender equality, as well as diverse voices, socio-economic and geographical backgrounds. Priority programmatic themes for the U.S. Mission to France include:

- **Security and Defense:** Activities that promote transatlantic security; combat transnational, regional, and global challenges, such as terrorism, racially, ethnically, and/or religiously motivated violent extremism, or cyber threats; and encourage resistance to malign influence and disinformation.
- **Foreign Policy:** Activities that promote understanding of U.S. foreign policy priorities and Franco-American foreign policy cooperation among the French public and influencers.

- **Civic Education:** Activities that support involvement of young people in the civic life of their country and building a sense of shared values and responsibilities of citizenship, especially across ethnic, religious, and socio-economic divisions.
- **Climate Change and Environmental Sustainability:** Activities that encourage understanding of climate change, promote civic activities supporting environmental sustainability, promote innovation and economic opportunity related to climate change, and demonstrate how America and France can work together to achieve our climate goals.
- **Prosperity, Trade, and Investment:** Activities that encourage a nuanced understanding of U.S. agricultural practices and industries, support the expansion of U.S. exports and investments, improve the connections between U.S. and French businesses, and/or expand economic opportunities, entrepreneurship, and financial independence among women, youth, and underserved populations.
- **Health, Technology and Innovation:** Activities that support cooperation in such areas as health, space exploration, agricultural technology, cybersecurity, and entrepreneurship.
- **Shared Democratic Values and Interests:** Non-partisan activities that promote the long history of the U.S.-France relationship and build people-to-people ties based on our shared history and democratic values, including but not limited to commemorations of key historic events.
- **Student Mobility:** Activities that create sustainable partnerships between French educational institutions and U.S. partners and increase opportunities for educational and professional exchanges.
- **Cultural Diplomacy:** Activities promoting U.S. culture, building on shared U.S.-French appreciation for cultural excellence through culinary traditions, art, film, sports, fashion, literature, and other cultural forms.

Examples of PAS Small Grants Program projects include, but are not limited to:

- Academic and professional lectures, seminars, or speaker programs;
- Workshops;
- Interactive programs that stimulate economic growth, promote entrepreneurship, and provide economic opportunities;
- Professional and academic exchanges and programs.

The following types of programs are not eligible for funding:

Programs relating to partisan political activity;

- Charitable or development activities;
- Construction programs;
- Programs that support specific religious activities;
- Fund-raising campaigns;
- Lobbying for specific legislation or programs
- Scientific research or individual study projects;
- Programs intended primarily for the growth or institutional development of the organization
- Programs that duplicate existing programs.

Participants and Audiences: All applicants for awards must stipulate who their target audience is (age/gender/geographic breakdown) and estimate the expected audience reach through direct contact and, if possible, through indirect contact (via social media or traditional media).

Authorizing legislation, type and year of funding: Funding authority rests in the Smith-Mundt Act. The source of funding is FY2021 Public Diplomacy Funding.

B. FEDERAL AWARD INFORMATION

Length of performance period:	One to 12 months.
Number of awards anticipated:	5 to 30 awards (dependent on amounts).
Award amounts:	Awards may range from a minimum of \$2,000.00 to a maximum of \$24,999.00
Total available funding:	\$200,000.00 pending availability of funding.
Type of Funding:	Fiscal Year 2021 Public Diplomacy Funding.
Anticipated program start date:	Program activities or planning should begin in 2021.

This notice is subject to availability of funding.

Funding Instrument Type: Grant, Fixed Amount Award, or Cooperative agreement. Cooperative agreements are different from grants in that the U.S. Embassy Public Affairs office is more actively involved in the grant implementation, such as approving speakers or selecting participants.

Program Performance Period: Proposed programs should be completed in 12 months or less. The Department of State will entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive basis subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

C. ELIGIBILITY INFORMATION

1. Eligible Applicants

The Public Affairs Section encourages applications from the U.S. and France:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience
- Non-profit educational institutions
- Governmental institutions

For-profit or commercial entities are not eligible to apply.

2. Cost Sharing or Matching

When cost sharing is offered, it is understood and agreed that the applicant must provide the amount of cost sharing as stipulated in its proposal. U.S. Mission Public Affairs Section encourages, but does not mandate, that applicants include cost-sharing elements from additional sources in support of their proposals. Projects with a plan for ensuring a sustainable impact or follow on not requiring additional U.S. government funding will also be considered favorably.

3. Other Eligibility Requirements

In order to be eligible to receive an award, all organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, an NCAGE code, and a valid registration on www.SAM.gov. Please see Section C. ELIGIBILITY INFORMATION: 3. Other Eligibility Requirements for information on how to obtain these registrations. Individuals are not required to have a DUNS number or be registered in SAM.gov.

Applicants are only allowed to submit one proposal per organization per deadline. If more than one proposal is submitted from an organization, all proposals from that institution will be considered ineligible for funding.

D. APPLICATION AND SUBMISSION INFORMATION

1. Address to Request Application Package

Application forms required below are available on the U.S. Embassy France website or at <https://www.grants.gov/web/grants/forms.html>.

2. Content and Form of Application Submission

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

Applications must include all of the information listed in the U.S. Embassy grant proposal template

CONTENT OF APPLICATION

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity and how they relate to the Embassy strategic goals stated in this APS.
 - All documents are in English.
 - All budgets are in U.S. dollars.
 - All pages are numbered.

The following documents are **required**:

a) Mandatory application forms:

(Application forms required below are available on the U.S. Embassy France website or at <https://www.grants.gov/web/grants/forms/forms-repository.html>).

- [SF-424](#) (Application for Federal Assistance – organizations)
- [SF-424A](#) (Budget Information for Non-Construction programs)
- [SF-424B](#) (Assurances for Non-Construction programs) for organizations not yet fully registered in SAM.gov

b) Summary Coversheet: Cover sheet stating the applicant name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program (Elevator Pitch).

c) Proposal (three pages maximum): The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use U.S. Embassy grant proposal template available on the website or your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives, anticipated impact, and target audience.
- **Introduction to the Organization applying:** A succinct description of past and present operations, demonstrating ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed.
- **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. What aspect of the relationship between the U.S. and France will be supported? The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.

- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Proposed Program Schedule:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Project Beneficiaries/Audience:** A description of who will be targeted and benefit from this program.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the timeframe of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Future Funding or Sustainability:** Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.
- **Public Engagement Plan:** Applicant's strategy for creating content for social media, the web, or printed materials that promote the project activity or joint U.S.-France cooperation during the program timeline. List all media and social media you plan to use.
- **Contingency Plan:** Applicant must describe in detail how the proposed activity will be implemented in the event that health restrictions are in place during the anticipated period of performance, and its capacity to conduct programs virtually.

d) Budget Justification Narrative: After filling out the SF-424A Budget (above), use a separate sheet of paper to describe each of the budget expenses in detail. See section *H. Other Information: Guidelines for Budget Submissions* below for further information

e) Attachments:

- 1-page CV or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner, if applicable
- Official permission letters, if required for program activities.
- Documentation of non-profit or non-commercial status (for organizations).

3. Unique Entity Identifier and System for Award Management (SAM.gov)

REQUIRED REGISTRATIONS

Any applicant listed on the Excluded Parties List System (EPLS) in the System for Award Management (SAM) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), "Debarment and Suspension." Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

All organizations applying for grants (except individuals) must obtain the following registrations. All are free of charge:

- Unique Identifier Number from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- www.SAM.gov registration

Step 1: Apply for a DUNS number and an NCAGE number (these can be completed simultaneously)

DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, if your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting <http://fedgov.dnb.com/webform>

NCAGE application: Application page here: <https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Instructions for the NCAGE application process:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf>

For NCAGE help from outside the U.S., call 1-269-704-7930

Email NCAGE@dlis.dla.mil or dlaccontactcenter@dlis.dla.mil for any problems in getting an NCAGE code.

Step 2: After receiving the DUNS number and NCAGE Code, proceed to register in SAM by going to:

<https://www.sam.gov>. SAM registration must be renewed annually.

You can also refer to the PDF "Instructions DUNS NCAGE SAM.GOV" available on the Embassy website.

Proposals that do not meet the requirements above will not be considered.

4. Submission Dates and Times

The Public Affairs Section will accept proposals throughout the year and will review proposals according to the following schedule, which is subject to change at the U.S. Embassy in France's discretion:

- Proposals received by April 11, 2021 at 23:59 CET will be reviewed by May 14.
- Proposals received by July 4, 2021 at 23:59 CET, 17:00 CET will be reviewed by August 6.

5. Funding Restrictions

Please see types of programs not eligible for funding under A. PROGRAM DESCRIPTION.

6. Other Submission Requirements

All application materials must be submitted by email to GrantsFrance@state.gov

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each application will be evaluated and rated based on the criteria outlined below. The criteria listed are closely related and are considered in judging the overall quality of an application.

Organizational capacity and record on previous grants: The organization has expertise in its stated field and U.S. Mission Public Affairs Section is confident of its ability to undertake the program. This includes a financial management system and a bank account.

Quality and Feasibility of the Program Idea: The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Goals and objectives: Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.

Embassy priorities: Applicant has clearly described how stated goals are related to and support U.S. Embassy Paris' priority themes with target audiences.

Budget: The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

Monitoring and evaluation plan: Applicant demonstrates an ability to measure program success against key indicators and provide milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators and shows how and when those will be measured.

Sustainability: Program activities will continue to have positive impact after the end of the program.

2. Review and Selection Process

An Embassy Grants Review Committee will evaluate all eligible applications. Successful and unsuccessful applicants will be notified in writing.

3. Federal Awardee Performance & Integrity Information System (FAPIIS)

For any Federal award under a notice of funding opportunity, if the Federal awarding agency anticipates that the total Federal share will be greater than the simplified acquisition threshold on any Federal award under a notice of funding opportunity may include, over the period of performance (see §200.88 Simplified Acquisition Threshold), this section must also inform applicants:

- i. That the Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM (currently FAPIIS) (see 41 U.S.C. 2313);
- ii. That an applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM;
- iii. That the Federal awarding agency will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in §200.206 Federal awarding agency review of risk posed by applicants.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this Notice of Funding Opportunity does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

Payment Method: Payments will be made in at least two installments, as needed to carry out the program activities. The U.S. Embassy in France reserves the right to amend the final amount to be reimbursed after reviewing the final progress and financial reports.

2. Administrative and National Policy Requirements

Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply.

These include:

- [2 CFR 25 - UNIVERSAL IDENTIFIER AND SYSTEM FOR AWARD MANAGEMENT](#)
- [2 CFR 170 - REPORTING SUBAWARD AND EXECUTIVE COMPENSATION INFORMATION](#)
- [2 CFR 175 - AWARD TERM FOR TRAFFICKING IN PERSONS](#)
- [2 CFR 182 - GOVERNMENTWIDE REQUIREMENTS FOR DRUG-FREE WORKPLACE \(FINANCIAL ASSISTANCE\)](#)
- [2 CFR 183 - NEVER CONTRACT WITH THE ENEMY](#)
- [2 CFR 600 – DEPARTMENT OF STATE REQUIREMENTS](#)
- [U.S. DEPARTMENT OF STATE STANDARD TERMS AND CONDITIONS](#)

In accordance with the Office of Management and Budget’s guidance located at 2 CFR part 200, all applicable Federal laws, and relevant Executive guidance, the Department of State will review and consider applications for funding, as applicable to specific programs, pursuant to this notice of funding opportunity in accordance with the following: NOTE:

- President’s September 2, 2020 memorandum, entitled *Memorandum on Reviewing Funding to State and Local Government Recipients of Federal Funds that Are Permitting Anarchy, Violence, and Destruction in American Cities*;
- *Executive Order on Protecting American Monuments, Memorials, and Statues and Combating Recent Criminal Violence* (E.O. 13933); and
- [Guidance for Grants and Agreements in Title 2 of the Code of Federal Regulations](#) (2 CFR), as updated in the Federal Register’s 85 FR 49506 on August 13, 2020, particularly on:
 - Selecting recipients most likely to be successful in delivering results based on the program objectives through an objective process of evaluating Federal award applications (2 CFR part 200.205),
 - Prohibiting the purchase of certain telecommunication and video surveillance services or equipment in alignment with section 889 of the National Defense Authorization Act of 2019 (Pub. L. No. 115—232) (2 CFR part 200.216),
 - Promoting the freedom of speech and religious liberty in alignment with *Promoting Free Speech and Religious Liberty* (E.O. 13798) and *Improving Free Inquiry, Transparency, and Accountability at Colleges and Universities* (E.O. 13864) (§§ 200.300, 200.303, 200.339, and 200.341),
 - Providing a preference, to the extent permitted by law, to maximize use of goods, products, and materials produced in the United States (2 CFR part 200.322), and
 - Terminating agreements in whole or in part to the greatest extent authorized by law, if an award no longer effectuates the program goals or agency priorities (2 CFR part 200.340).

3. Reporting

Reporting Requirements: Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted.

Applicants should be aware of the post award reporting requirements reflected in [2 CFR 200 Appendix XII—Award Term and Condition for Recipient Integrity and Performance Matters](#).

Foreign Assistance Data Review: As required by Congress, the Department of State must make progress in its efforts to improve tracking and reporting of foreign assistance data through the Foreign Assistance Data Review (FADR). The FADR requires tracking of foreign assistance activity data from budgeting, planning, and allocation through obligation and disbursement. Successful applicants will be required to report and draw down federal funding based on the appropriate FADR Data Elements, indicated within their award documentation. In cases of more than one FADR Data Element, typically program or sector and/or regions or country, the successful applicant will be required to maintain separate accounting records.

G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the application process, please contact GrantsFrance@state.gov.

Note: We do not provide any pre-consultation for application related questions that are addressed in the Notice of Funding Opportunity. Once an application has been submitted, U.S. Embassy Paris staff may not discuss this competition with applicants until the entire proposal review process is completed.

H. OTHER INFORMATION

Guidelines for Budget Justification

Personnel: Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

Travel: Estimate the costs of travel and per diem for this program. If the program involves international travel, include a brief statement of justification for that travel.

Equipment: Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

Contractual: Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

Other Direct Costs: Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.

Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“Cost Sharing” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

Alcoholic Beverages: Please note that award funds cannot be used for alcoholic beverages.